

TOURISM COORDINATOR

GENERAL DEFINITION OF WORK:

FLSA Status: Exempt

Performs responsible paraprofessional work planning, organizing and overseeing tourism promotion; does related work as required. Work is performed regular general supervision.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Developing, planning, organizing and implementing the tourism program for the County; working with local businesses to develop tourism products.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Initiates and coordinates promotional and tourist activities with civic, business, corporate, historical and cultural groups to aide in establishing a comprehensive County program for tourism/travel trade.
- Works with local businesses to create new tourism products that market Fauquier County as a tourism destination.
- Researches, compiles and/or monitors various statistical, demographic, or administrative data; makes calculations; analyzes data and identifies trends; prepares/generates reports and charts; tracks tourism sales figures for Fauquier County; operates a computer to enter, retrieve, review or modify data; verifies accuracy and makes corrections; receives, processes, prepares, completes and disseminates various forms, reports, correspondence, statistical reports, strategic plans, comprehensive plan, budget reports, purchase orders, policies, procedures, manuals, reference materials, or other documentation.
- Implements Fauquier County's Economic Development Strategic Plan long and short term goals and objectives for the County as it relates to tourism development.
- Develops strategic marketing initiatives that promote the County as a tourism destination.
- Creates and maintains tourism business inventory database; develops, prepares, revises and updates the tourism web page.
- Creates tourism publications and promotional pieces on new tourism products and existing tourism businesses.
- Prepares and manages the tourism's program budget.
- Performs administrative functions; reviews documentation/reports; assists with planning and review of future projects.
- Serves as lead staff to the Tourism Advisory Committee.
- Improves awareness of the County's tourism program by making presentations to local/state/national groups regarding new tourism programs; builds awareness of the County's tourism assets through national and local media.
- Serves as County liaison with appropriate local, state and federal agencies.
- Works with Virginia Tourism Office to promote Fauquier County as a Virginia tourism destination; promotes the County through statewide tourism programs, client visits, client leads, promotional publications and the state's web site.
- Establishes regional tourism partnerships with other County tourism offices.
- Provides marketing support to Agricultural Development Department.
- Instructs local tourism businesses through training seminars on how to improve their market share and revenue.
- Provides tourism information to traveling public.
- Develops tourism contracts and other resources for the County; negotiates contracts and marketing agreements.
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of methods, approaches and procedures involved in tourist promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; ability to create promotional materials; ability to express ideas clearly and effectively orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, citizens and the traveling public.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in business administration or related field and some experience in the field of tourist promotion or marketing.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force frequently or constantly to move objects; work requires fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; visual acuity is required for color perception, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

SPECIAL REQUIREMENTS:

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.